DOCUMENT RESUME

ED 230 221 JC 830 210

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TITLE An Apple for the Teacher.
PUB DATE 25 Apr 83
NOTE 9p.; Paper presented at a Roundtable at the Annual Convention of the American Association of Community and Junior Colleges (63rd, New Orleans, LA, April 24-27, 1983).
PUB TYPE Speeches/Conference Papers (150) -- Viewpoints (120) -- Guides - Non-Classroom Use (055)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Costs; *Microcomputers; Postsecondary Education; *Printing; Publishing Industry; School Catalogs; *Word Processing

ABSTRACT

Word processing software and microcomputers can be used in the production of college catalogs with several advantages. The personal computer can assist in all phases of catalog production. In the preliminary preparation of the catalog text, the microcomputer can serve as the central location of all stored data, it can facilitate the editing process, and it can permit updating of the catalog as an ongoing process. In the production phase, the personal computer can provide catalog material to the printer in three formats, i.e., as camera-ready copy, as a printout, or as stored data that will drive the printer's typesetter. The cost-savings effected by the use of the microcomputer will be evidenced primarily in the preparatory advantages, in the elimination of re-keying or re-typing by the printer, in author alteration charges, and in the reduction of proofreading requirements; however, depending upon the amount of service provided by the printer, other costs may be saved as well. The paper includes charts contrasting methods of catalog production based on manuscripts and the use of a computer or word processor, and an illustration of the workflow of catalog production using a word processor. (HB)

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Roundtable Talk No. 22
High Technology and the College Catalog
April 25, 1983, at AACJC Convention

An Apple for the Teacher

Ed Gilliland
Gilliland's Publishing Company

What we are discussing today is use of the personal computer in processing your college catalog.

In the March 30th Chronicle of Higher Education, a front page article entitled "Colleges to Cope with the Computer Age" had two points that are pertinent to today's discussion.

1. "Technologically, the boom in micro-computers--often called personal computers--is probably the single most important development affecting campuses today."

2. The survey they conducted showed that when using the micro in the office, 53 per cent of the users utilized the word processing software.

This very same program that can produce easily perfectly written correspondence can help also in the production of your catalog.

The data you create and store in the computer can drive your printer and it can also drive a typesetter.

This offers several advantages:

1. The catalog does not have to be retyped or re-keyboarded by the printer--thus it saves keystrokes.

2. Since it does not have to be re-keyboarded, it does not have to be proofread closely. This feature is particularly appreciated by those members on the college staff who are responsible for the catalog.

3. Cuts down the time needed to process the catalog . . . the college gets its catalogs faster.

The personal computer can furnish the catalog material in three ways:

1. Camera ready.
2. Manuscript.
3. Sending the stored data to the printer.

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1. Camera Ready:

   If the college has someone familiar with page layout, they can have the output from the computer made up into pages and send it to the printer. The following price quotation reflects the cost comparison of camera ready copy as opposed to typesetting the same catalog where compaction of two typewritten pages resulted in one typeset page. The college furnished camera ready 192 pages and wanted this compared with the printer typesetting this same material into 96 pages (one-half as many pages).

Quantity	Camera Ready 192 pages	Typeset Catalog 96 pages	Cost to College	Savings to College
1,000	$ 1,119.00	$ 1,450.00	$ 331.00	
2,000	1,725.00	1,675.00		$ 50.00
3,000	2,231.00	2,000.00		231.00
4,000	2,787.00	2,275.00		512.00
5,000	3,343.00	2,550.00		793.00

   The break-even point on this particular job was between 1,000 and 2,000 catalogs. Of course, it does not follow always that you are going to get two for one compaction. We've done some catalogs that hold four typewritten pages and others less than two/one, but this is probably a representative average. (Enclosed is an article that has more on this.)

   However, the point is that most colleges prefer typeset pages to camera ready because the pages are more legible and optically pleasing--a typeset catalog enhances the image of the publication.

2. Furnishing the printout as manuscript to printer. If there have not been extensive changes from the previous catalog, most printers would rather have the pasted-up pages from the last catalog so they can actually visualize the font, point sizes, and leading. If the printer has the copy on disk, changes are made more easily.

3. Furnishing the data from the microprocessor will drive the printer's typesetter. Of course, this is by far the preferred method and what we are talking about today.

There are really two steps in the production of a catalog. These consist of organization and preparatory work of copy or manuscript to be sent to the printer; and the proofing, editing, and approval of copy by the college and transferral of such back to the printer.

The major costs are incurred in the preparatory stage of the job (as noted in the Digital Ad). Perhaps many of you recall seeing this double page ad. The portion I wish to quote is as follows: "To get out an annual college catalogue, it takes on the average a staff of 25 working 40 hours a week for 20 weeks."

All of this work does not apply just to the preliminary preparation of the catalog text. Much of this work is necessary anway . . . setting up next semester's schedules, deciding what classes to offer and when, budgeting, and so forth.

The point is that this information must be gathered and concentrated in one central location. The microcomputer is the best place to store all of this information. And the savings that can be obtained by the college having control of this editing process capability are more at this phase of production than at any other later on.

Chart No. A (see enclosed) is designed to explain the system after it has been set up and is working. You might visualize this as taking place the second year. I am going to read most of the copy on the left side because it is important and summarizes it.

The biggest advantage of the word processing feature of a computer is the fact that once you type a page and then want to make a change, you do not have to retype the whole page--just go in and delete the error and type in the change. This saves time and insures a more accurate document. It also reduces errors and encourages author alterations before sending the material to the printer. The average cost to the college for author alterations in 1983 has been running $231.00/college.

The college coordinator should present a printout of the manuscript one last time before sending it off to the printer to the different department heads and inform them that this is their last chance to examine or make last minute changes to the copy before it is released to the printer. The school could reduce drastically editorial charges. Another point about chart No. A. Visualize the word processor as the hub of all activity. The whole catalog will be on file in the computer. In this file the departments will continually call and update their material during the year. Anyone needing this information can get a printout.

Chart No. B has three columns. The first column is the work flow method used currently by most printers. The second column is the procedure used by most colleges who choose to put their catalogs on microcomputers. The third column is the method used by those colleges who now have data on disk or tape. Incidentally, some have been doing it this way for several years. And hopefully this method will be commonplace after use of the micros has been established.

Let's go back to the second column. The big problem is going to be insertion of codes or typeset commands within the document. Any change of type face, size, or style has to be coded to instruct the typesetter to do what is asked.

Any difficulty experienced by the schools should be minimal as there are learning experiences encountered on both sides, so to speak, and we realize there will be mistakes made. We suggest you work closely with your printer. Most are happy to do so and run tests well in advance of the bidding date. Using good procedure in establishing your data construction on disk will be more than worthwhile since this is the focal point of the system.

Another problem besides coding is the compatibility of each word processor's disks with the printer's equipment--the college must find a printer who has equipment and software that matches theirs.

We are developing--in fact, we have developed--the software and have the hardware for the Radio Shack TRS-80 with either the 5-1/4 or 8 inch disks using the New Script Word Processing Software Package. By the end of the summer we hope to be using the IBM Personal Computer. We have not as yet tested the different software programs available to determine which would work best for the college.

Costs:

How much will you save by the reduction of keyboarding . . . by your furnishing the data?

This really depends on what service you work out with your printer. If data is furnished to the printer without the command codes, it is almost a certainty that it will cost the school some more than if the school had inserted the codes.

Speaking from personal experience, it is cheaper for a typist to keyboard the command codes than to run the data into our computer system by an operator working on a higher priced terminal in order to scroll through the document and insert the codes.

So the cost factor is going to depend on the amount of service furnished by the printer.

All of the other advantages--the preparatory advantages and the author alteration charges--will be the most important savings.

Future:

As I mentioned before . . . the future is already here for some of the schools having worked on this for several years on mainframes and outputting on mag tapes. They have it down to three steps.

1. Data to Printer.

2. Bluelines to college.

3. Printed.

The one big problem that some of the schools have is the problem referred to in the Chronicle of Higher Education article: getting their data through the data processing department. If they have their own micro, they do not have to wait. They have complete control and these problems are avoided.

PRESENT METHOD:

1. Manuscript to printer
2. Manuscript marked-up
3. Manuscript keyboarded
4. Data fed into system (Via Optical Character Reader)
5. Data proofed and corrected on terminals
6. Galleys printed & shipped to college.
7. Proofread by college and sent back to printer.
8. Corrections & author alterations (A.A.'s made).
9. Galleys made into page proofs.
10. Negatives made.
11. Bluelines sent to college.
12. Proofread by college & sent back to printer.
13. Corrections made.
14. Catalog Printed.

USING A COMPUTER OR WORD PROCESSOR:

1. Manuscript's data sent to printer DISK — MAG TAPE — MODEM
2. Manuscript with documentation (containing explanation of format codes) checked before running.
3. Galleys to college.
4. Proofread by college.
5. Corrections & A.A.'s made.
6. Paged proofs made.
7. Negatives made.
8. Bluelines sent to college.
9. Proofread by college.
10. Corrections made by printer.
11. Printed.

USING COMPUTER OR WORD PROCESSOR.

1. Manuscript's data sent to printer DISK — MAG TAPE — MODEM
2. Manuscript with documentation (containing explanation of format codes) checked before running.
3. Bluelines to college.
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5. Corrections made.
6. Printed.

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SUGGESTED WORKFLOW OF COLLEGE CATALOG USING WORD PROCESSOR

Copy changes are sent from the department heads on a regular basis, keeping the catalog as up-to-date as possible. Changes are made on the computer or word processor as received.

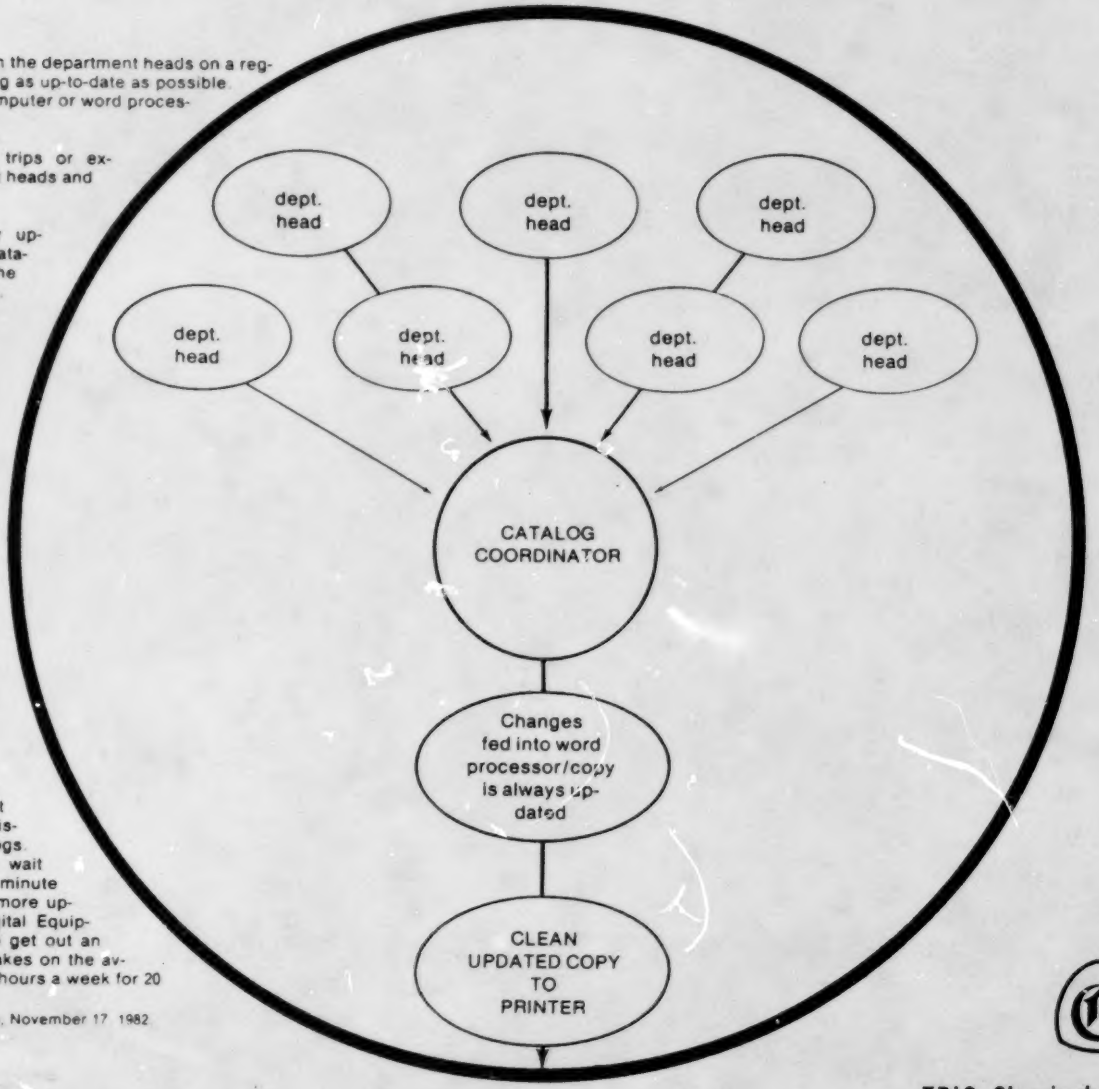
This eliminates repeated trips or exchanges between department heads and the coordinator.

Since copy is continually updated, material for the new catalog can be shipped to the printer on very short notice. This data can be given to the printer in various forms such as disks (or diskettes) or mag tape. It can even be sent over the phone by using a modem.

Time spent by the college staff in compiling the catalog is reduced significantly. Time spent by the printer in keyboarding the manuscript is eliminated. And since the manuscript has not been re-keyboarded, this eliminates much of the college's having to proofread the galley proofs.

All of these time savings add up. It is not unusual to hear that preparation time has been reduced as much as 50 per cent in compliling data for the next catalog—thus speeding up issuance of the finished catalogs. This allows the college to wait longer if necessary for last minute changes so as to produce a more up-to-date catalog. It saves! Digital Equipment Corporation states: "To get out an annual college catalogue, it takes on the average a staff of 25, working 40 hours a week for 20 weeks." (1.)

(1.) *Chronicle of Higher Education*, November 17, 1982



ADVANTAGES:

- Reduction of staff time
- Reduction of proofreading time
- Reduction of author alterations
- Faster production of catalog

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JUL 8 1983

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OCT . 4 . 1983